

# Parkergrams

Published by

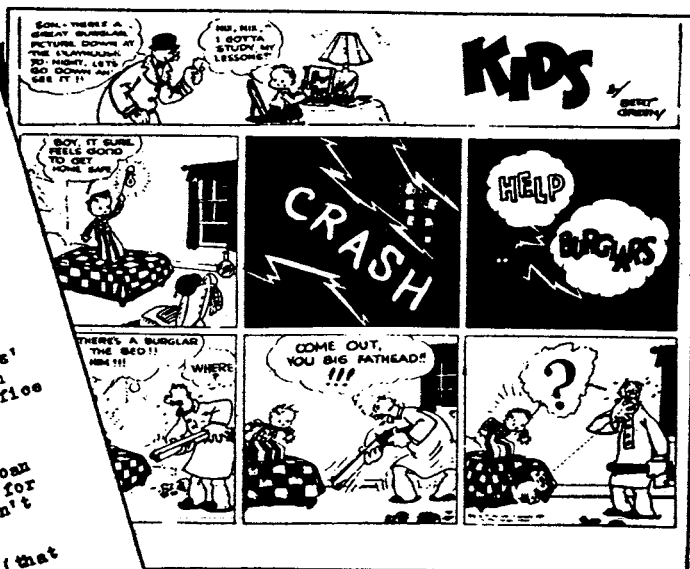
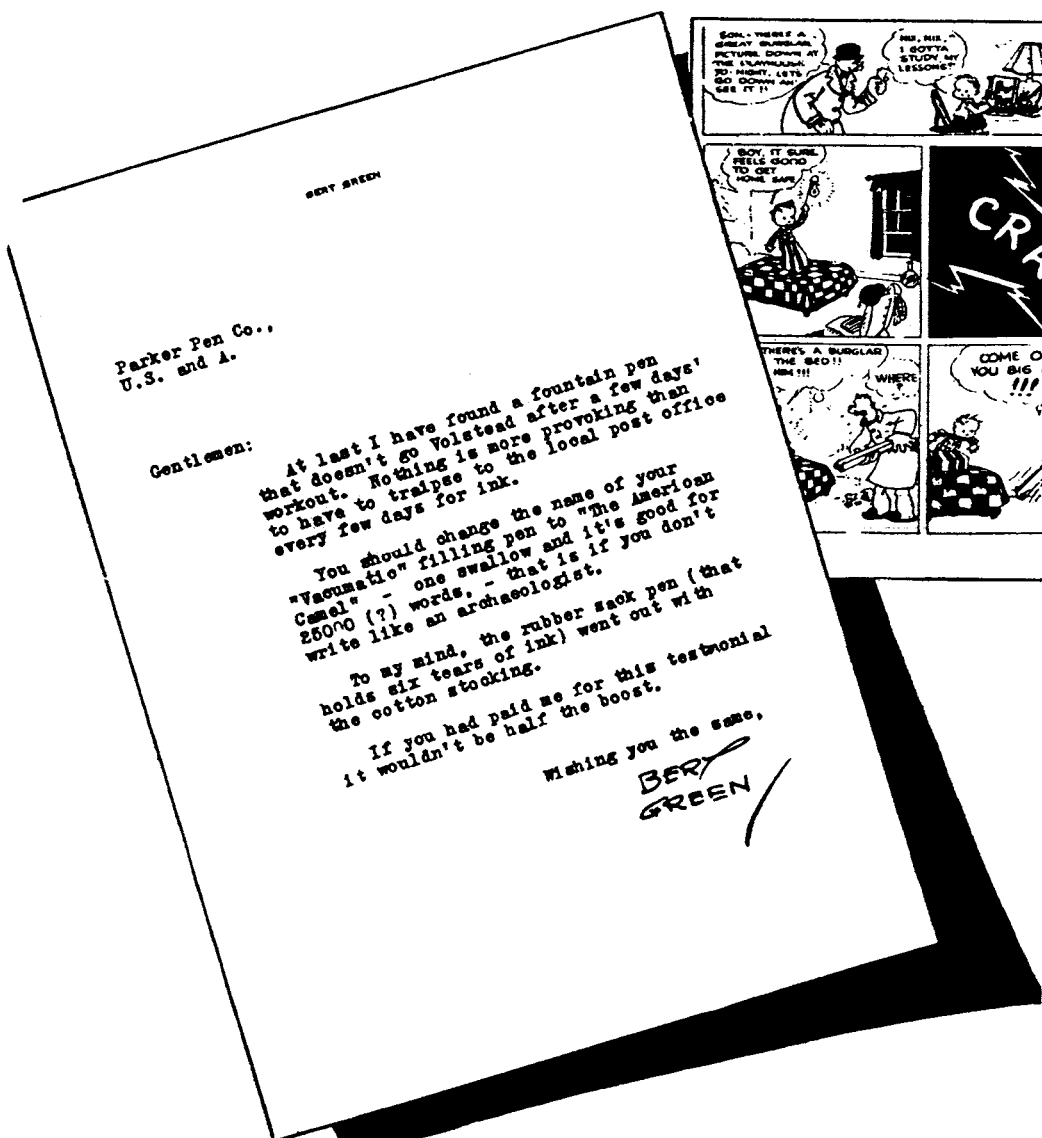
The Parker Pen Company  
Janesville, Wisconsin

VOLUME XXII No. 2

March 20, 1934

## BERT GREEN,

Famous Cartoonist, endorses the Vacumatic for his work



Courtesy Chicago Tribune

Bert Green is the author of the popular "Love Letters of an Interior Decorator," appearing in Liberty magazine and is the artist who draws the "Kids" cartoons for the Chicago Tribune syndicate.

Above appears a sample of Bert Green's work, and to the left is a sample of his judgment—and good judgment at that! Bert knows his pens.

As Advertised in *The Saturday Evening Post* March 17, 1934

# EVER-VISIBLE INK SUPPLY

## and 102% MORE OF IT

*In a Revolutionary Laminated Pen of Rare and Exclusive Beauty*

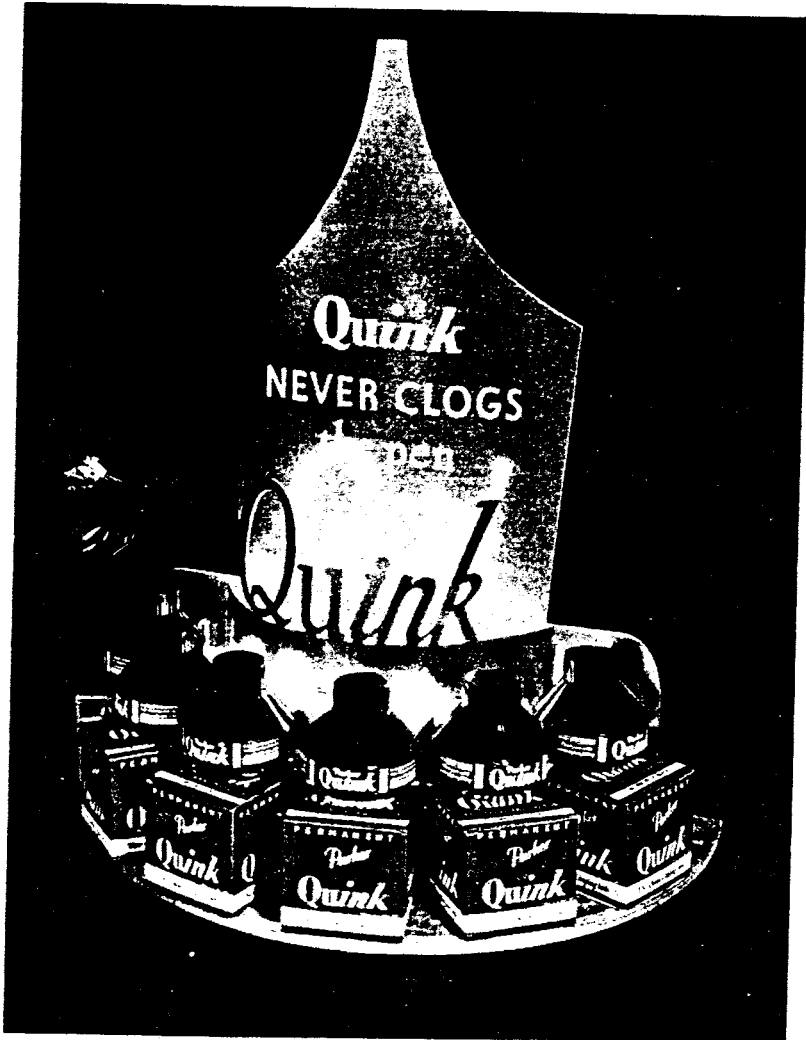
2-way point... visible ink supply

upper side writes thin line or extra fine or fine

lower side writes fine medium or

Hold's 102% more ink

Over 2,000 letters on a Grain of Rice



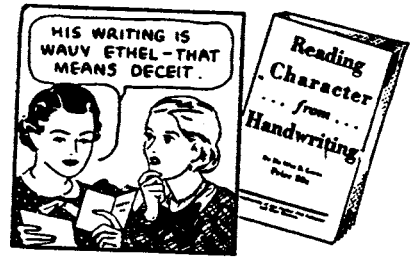
**Quink Flasher Display No. 918**

Made of wood and cardboard covered with metal foil; weighs—net 3 lbs., gross 4 lbs. Supplied free with an order for \$40.00 list of Quink, less discount. Specify whether the voltage of the electric current in your place of business is 110 or 220 volts.



**Quink Walnut Display No. 909**

Made of wood, finished in walnut. Weighs—net 2 lbs., gross 2½ lbs. Supplied free with an order of \$20.00 list of Quink, less discount. The stand accommodates 10 two-ounce and 4 four-ounce packages of Quink and measures approximately 12¼x6x11 inches.



**Analyze Handwriting  
—We Give This  
50c BOOK FREE!**

Do you know that you can discover the hidden traits of character in your confidants and others, by the way they cross their "t's," loop their letters, slant their words, etc.? Anyone of ordinary intelligence can apply the signs explained and illustrated in this book by DeWitt B. Lucas, a master graphologist.

We will give this remarkable book *absolutely free* with the purchase of a bottle of Parker Quink, the marvelous new ink that does what no other ink can do—cleans your pen as it writes—a Parker pen or any other.

This is due to a secret, harmless solvent in Quink that dissolves sediment left in a pen by other inks. Come in for a bottle today—then your pen will work like a charm. Remove the reminder coupon now

**SAVE THIS REMINDER**

To get 50-cent Book FREE—"Reading Character from Handwriting"—with the purchase of a bottle of Parker Quink at

**DEALER'S NAME  
and Address**

**Dealer Ad No. 408, 2x5½  
Supplied free on request.**

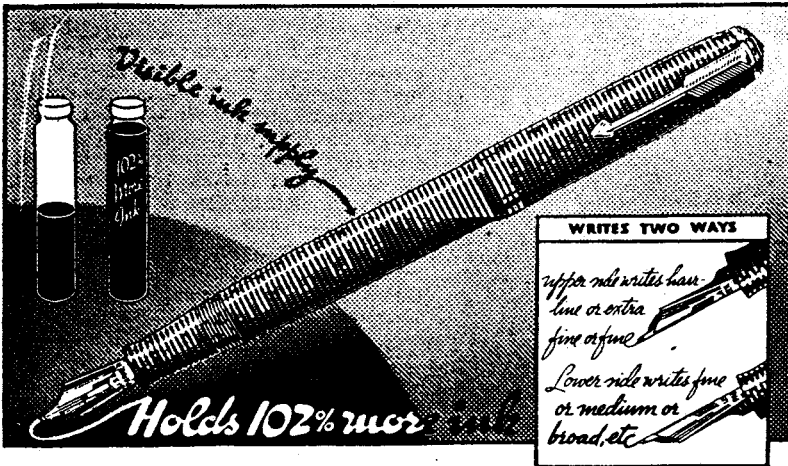


"Care to have your handwritin' analyzed in exchange fer a cup o' coffee, ma'am?"

# NEWSPAPER MATS and ELECTROS FREE

Tie up with Parker's national advertising and run these small advertisements over your own name in your local paper. We can furnish free either mats or electros of these advertisements. Please indicate which type you want and specify number.

## Come and See Parker's Vacumatic Pen VISIBLE INK SUPPLY and 102% More of It



### Sacless Marvel Won't Run Dry in the midst of your writing— Shows When to Refill

Now at only \$5, as well as \$7.50, we can supply the revolutionary Parker Vacumatic Pen in handsome Burgundy or Silver Pearl, combined with transparent Amber, that looks opaque, yet when held to the light shows the ink within. You can see days ahead when your ink is running low. You

can refill at your leisure. Guaranteed mechanically perfect.

Reversible Point writes your regular hand on the lower side, writes hairline or extra fine on the upper side for figuring or interlining. Whether you intend to order or not, come and see how remarkably it performs.

(Dealer's Name and Address)

Ad No. 403 - 4 x 6 inches.

### Movie Slide 48-D.

For those dealers who show slides in their local theatres, we supply free the movie slide illustrated to the right, with the dealer's name shown in the lower panel.

## Has your pen ever run dry while you were writing?

*This one  
never will*

VISIBLE INK SUPPLY

Would you like a pen that holds 102% more ink, and has an ever-visible ink supply, so you can see days ahead when it's running low? Thus you can choose your own time to refill it—it doesn't run out of ink without warning and send you scurrying around in search of a bottle of ink.

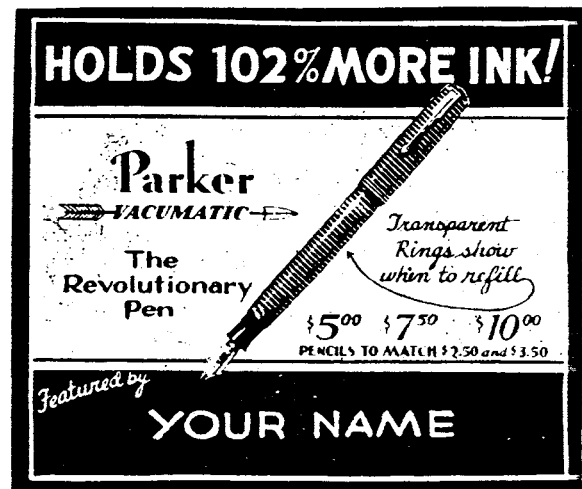
This is the pen the world has always wanted—it is now here—Parker's revolutionary Vacumatic—the sacless marvel of ultra-smart beauty, in Burgundy and Silver Pearl, now at \$5, as well as at \$7.50, as formerly.

Guaranteed mechanically perfect. Every kind of point from hairline to medium and broad. And every one marvelously smooth and perfectly formed. Latest models just in. Come and try them—no obligation.



(DEALER'S NAME)

Ad No. 402-2 x 5 inches.



Movie Slide 48-D.

# Like a rubber sac pen — that won't quit on the job

The pace-makers of the new America in all walks of life are casting aside their old "model T" pens—their rubber ink-sac pens—and pocketing Parker's revolutionary Vacumatic—the only pen of its kind.

It holds 102% more ink than a rubber sac pen of equal size! And its ink supply is ever visible, hence shows you days ahead when it needs refilling. Thus it won't run out of ink in the midst of your writing—won't delay, irritate or embarrass you—won't force you to make excuses.

Invented by a scientist at the University of Wisconsin, this miracle writer was developed by Parker after pen inventors had vainly tried for nearly 50 years to produce it. Yes, 250 sacless pens were

patented before it, but sac-type pens continued in higher favor because of the piston pumps, valves, and old-time devices that seemed to be required in sacless pens. But the Parker Vacumatic has none of these—nothing to render it useless later. It's guaranteed mechanically perfect—changes all previous notions of a fountain pen—actually transforms writing from a sluggish chore into a job you love.

Its barrel appears in a style entirely new—laminated—built up ring upon ring of shimmering Pearl and Jet, or Pearl and Transparent Amber that looks like Pearl and Jet when filled with ink; yet when held to the light, it shows the ink within—shows when to refill. An ultra-smart Beauty,—design patented, hence wholly exclusive.

With this new-deal writer as their head assistant, alert-brained people are now "going places"—gaining new highs in learning and earning. Don't fall behind the swift-moving times. Stop today at any store selling pens, and see and try this latest wonder of science. The Parker Pen Co., Janesville, Wis.

To get the best results from your new Vacumatic Filler—or from any pen—use Parker *Quink*—the new, quick-drying, non-clogging writing ink, with a secret solvent that cleans a pen as it writes. At all dealers. If you want to try before you buy *Quink*, send two 3-cent stamps for 40,000-word demonstrator bottle.



# Parker

## VACUMATIC

REG. U. S. PAT. OFF.

\$7.50

Over-Size Vacumatic Pen, \$10; Pencil to Match, \$3.50  
Jet or Colored Transparent Vacumatic Pen, \$5; Pencil, \$2.50

on grains of rice and strands of human hair with his Parker Vacumatic "Special Purpose" point. These points are created for specific needs of Stenographers, Architects, and Draftsmen, Engineers, Map Makers, Music Writers, etc. Only 75c extra—look:

*Super-fine, Rigid, Long Nib*

*Super-fine, Semi-Flexible, Long Nib*

*Super-fine, Rigid, Short Nib*

*Extra fine, Rigid, Short Nib*

*Music Point, Flexible, Long Nib*

*Extra Broad, Fast Flow, Short Nib*

*Stenographic, Pitman, or Munson, Long Nib*

*Stenographic, Gregg, or Spencerian System, Short Nib*

## SPECIAL PURPOSE POINTS

now advertised in  
The Saturday Evening Post

Parker lets the public know that you can furnish the VACUMATIC Pen with points made to order to fit any specifications.

Points for:

Artists,  
Stenographers,  
Accountants,  
Draftsmen,  
Architects,  
Engineers,  
Map Makers,  
Music Writers,  
and others.



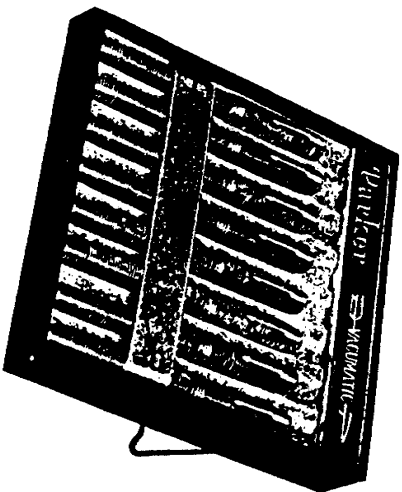
Magnified view of Special Purpose Point showing the two identifying stars.

The Special Purpose points cost 75c extra; they are designated by letters of the alphabet.

- A Super-fine, Rigid, Long Nib
- B Super-fine, Semi-Flexible, Long Nib
- C Super-fine, Rigid, Short Nib
- D Extra-Fine, Rigid, Short Nib
- E Music Point, Flexible, Long Nib
- F Extra-broad, Fast Flow, Short Nib
- G Stenographic, Long Nib, for Pitman or Munson System
- H Stenographic, Short Nib, for Gregg or Spencerian System

Price of the Standard VACUMATIC Pen with Special Purpose Point is \$8.25.

Points G and H are also available in the slender size VACUMATIC for women at the same price.



Special Purpose Point Tray No. 917

Tray No. 917 is supplied gratis with an order for eight Special Purpose Pens.

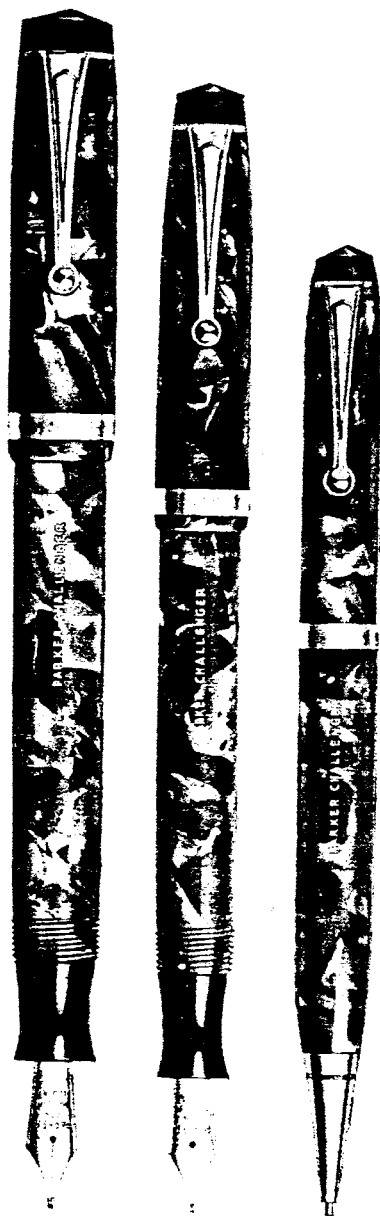
Tray No. 910, not illustrated, is twice as wide and is furnished free with an order for 18 Special Purpose Pens.

With each shipment we give free, to be distributed by the dealer, a supply of consumer booklets regarding these Special Purpose Points.



# THREE PARKER QUALITY LINES

Each of these three lines is made in four brilliant colors—black, burgundy, grey, green. The Challenger pen has the famous Parker button filler. There are two sizes of pens in the Challenger and Parkette De Luxe lines. The Parkette pen is made in one standard size only.



**Parker Challenger**

List price	Standard pen		Slender pen	Pencil
	\$2.50	\$2.50	\$1.25	
Black	259	257	757	
Burgundy	279	277	777	
Grey	289	287	787	
Green	299	297	797	



**Parkette Deluxe**

	Standard pen		Slender pen	Pencil
	\$1.75	\$1.75	\$1.25	
Black	355	351	851	
Burgundy	375	371	871	
Grey	385	381	881	
Green	395	391	891	



**Parkette**

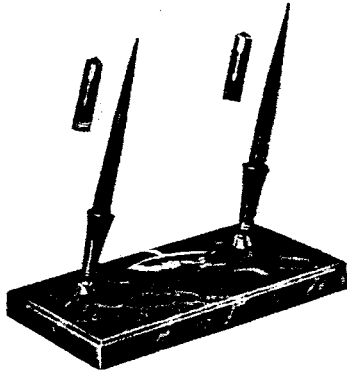
	Standard pen	Pencil
	\$1.25	\$ .75
Black	303	803
Burg.	323	823
Grey	313	813
Green	333	833

## Numbers in Duofold Pen and Pencil Range

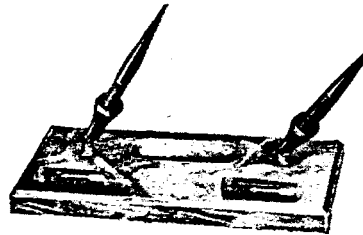
List Price	PENS				PENCILS			
	Senior \$7.00	Junior \$5.00	Lady \$5.00	Juniorette \$5.00	Senior \$4.25	Junior \$3.75	Lady \$3.25	Juniorette \$3.25
Black	17	13	12	11	517	513	512	511
Burgundy	57	53	52	51	557	553	552	551
Jade-Green	107	103	102	101	607	603	602	601

# Parker Desk Sets

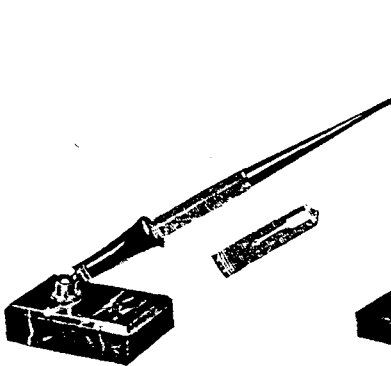
Parker Desk Sets combine both beauty and utility. They are made from a large variety of materials—Italian marble, Pedrara onyx, green Brazil onyx, and black Vitrolite—and are obtainable in a wide assortment of sizes and prices. The Parker patented ball and socket action permits the pens to lie flat, remain upright, or tilt in any direction. The air-tight socket-bowl keeps the pen point moist and ready to write the instant the point touches the paper. The list prices shown are for base and taper only, without pen.



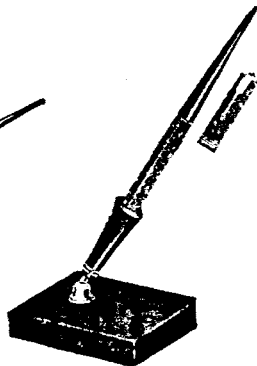
**BASE EEG**  
10 x 5"  
Green Brazil Onyx  
List Price \$11.00



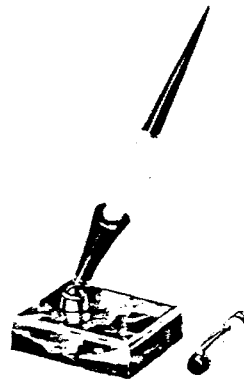
**BASE EEO**  
10 x 5"  
Pedrara Onyx  
List Price \$9.00



**BASE GM**  
3 x 2"  
Italian Marble  
List Price \$3.00



**BASE K**  
4 x 3½"  
Black Glass  
List Price \$4.00



**BASE GO**  
3 x 2"  
Pedrara Onyx  
List Price \$3.00



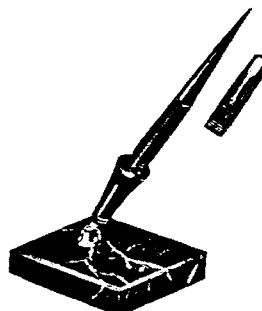
**BASE KG**  
4 x 3½"  
Green Brazil Onyx  
List Price \$5.00



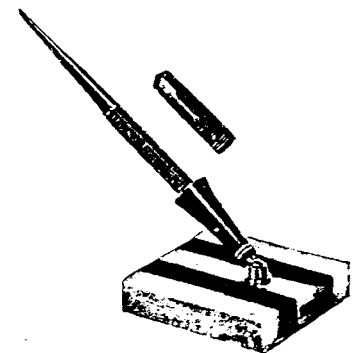
**BASE KR**  
4 x 3½"  
Red Morocco Marble  
with Black Belgian Onyx  
List Price \$5.00



**BASE KO**  
4 x 3½"  
Pedrara Onyx  
List Price \$4.00



**BASE KM**  
4 x 3½"  
Italian Marble  
List Price \$4.00



**BASE KW**  
4 x 3½"  
White Pedrara Onyx  
with Black Belgian Onyx  
List Price \$5.00

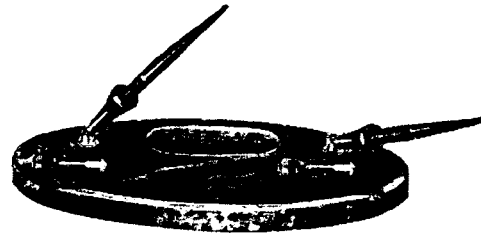


# Parker Desk Sets

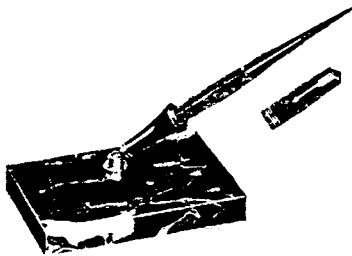
At very little additional cost you can carry an adequate assortment of Parker Desk Sets in addition to your regular stock of pens and pencils. Any pocket Parker Pen or Pencil may be fitted to any Parker Base. You need not buy special desk set pens. If your customer prefers a pen other than the one you show in a Parker Base—the change of color, size or point may be made from your regular stock of pocket pens and pencils. Thus, you are able to offer an almost unlimited assortment of Desk set combinations.



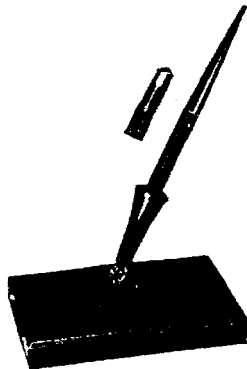
**BASE FFO**  
12 x 6"  
Pedrara Onyx  
List Price \$10.00



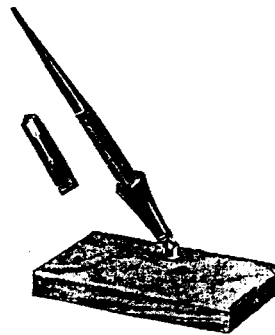
**Base FFG**  
12 x 6"  
Green Brazil Onyx  
List Price \$12.50



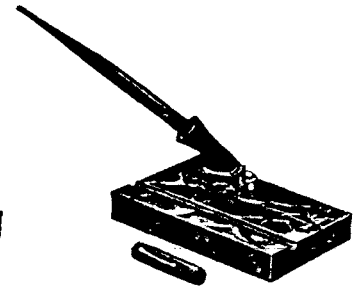
**BASE AM**  
6 x 3 1/4"  
Italian Marble  
List Price \$6.00



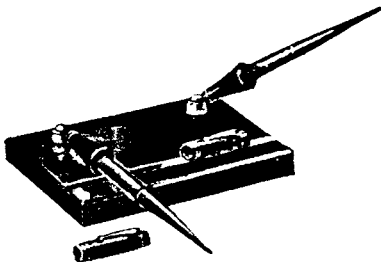
**BASE A**  
6 x 3 1/4"  
Black Glass  
List Price \$6.00



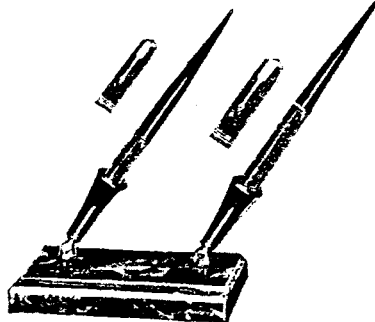
**BASE AO**  
6 x 3 1/4"  
Pedrara Onyx  
List Price \$6.00



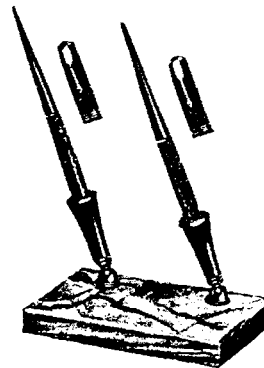
**BASE AG**  
6 x 3 1/4"  
Green Brazil Onyx  
List Price \$7.00



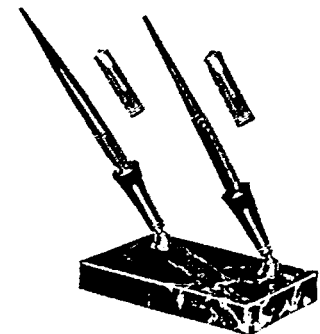
**BASE AA**  
6 x 3 1/4"  
Black Glass  
List Price \$7.50



**BASE AAG**  
6 x 3 1/4"  
Green Brazil Onyx  
List Price \$8.50



**BASE AAO**  
6 x 3 1/4"  
Pedrara Onyx  
List Price \$7.50



**BASE AAM**  
6 x 3 1/4"  
Italian Marble  
List Price \$7.50

# "ITS VISIBLE COLUMN OF INK-

*Like the Gas Gauge on Your Car—*

**Lets You Choose Your Own Time to Refill—Ends Running Dry!"**

*says RIPLEY*

Not only does Parker's revolutionary Vacumatic hold 102% more ink than a rubber ink sac pen of equal size, but it also shows you days in advance when your ink supply is running low.

Hence it doesn't suddenly go dry in the midst of your writing like a sac-type pen — you don't have to rush around without warning, hunting up a bottle of ink. You can choose your own time to refill it—when and where ink is handy—with the kind of ink you prefer.

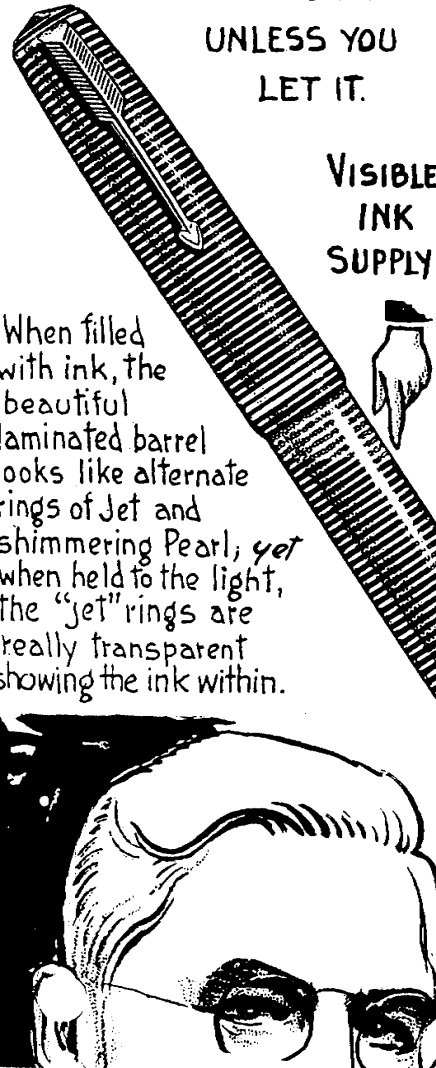
Literally thousands of college students, instead of carrying bottles of ink and old-type fountain pens to tests and exams, as formerly, now carry only the Parker Vacumatic Pen. They fill it and forget it, knowing that this new marvel will write a book

## Believe It or Not!

by **RIPLEY**

### PARKER'S VACUMATIC PEN

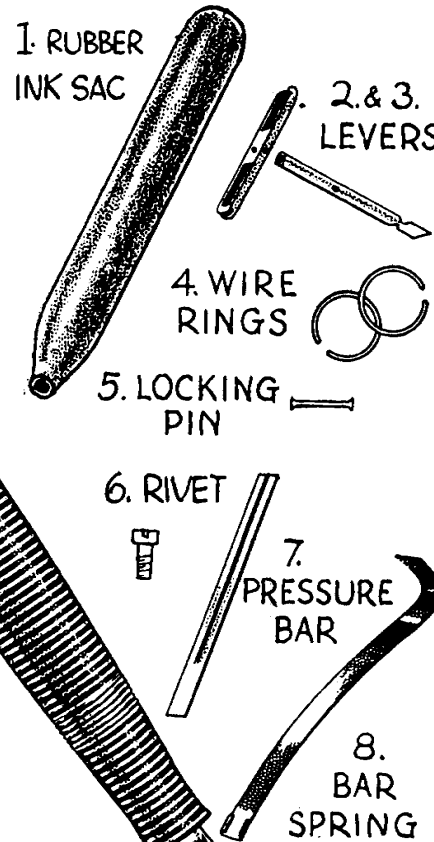
WONT RUN DRY UNLESS YOU LET IT.



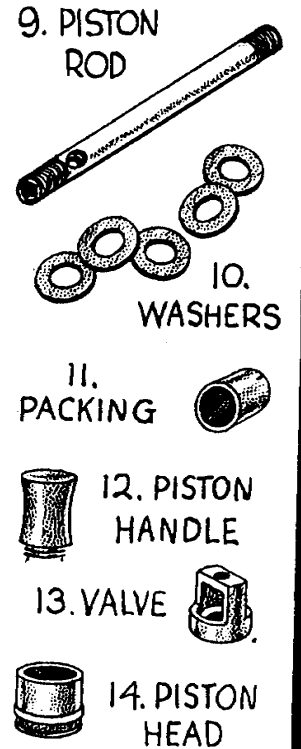
When filled with ink, the beautiful laminated barrel looks like alternate rings of Jet and shimmering Pearl; yet when held to the light, the "jet" rings are really transparent showing the ink within.

**14** OLD-TIME PARTS ABOLISHED BY THIS *REVOLUTIONARY PEN* DUE TO A BASICALLY NEW INVENTION - THE *VACUMATIC FILLER*.

Eliminates these 8 Sac Pen Parts



Eliminates these 6 Pump Pen Parts



ants, housewives, salesmen, and stars of stage and screen.

### Wholly New Beauty — Alluring Style

A famed designer created this laminated Beauty — ring upon ring of Pearl and Jet, or Pearl and Transparent Permanite that has all the velvety shimmer of opaque laminations when filled with ink, yet reveals the ink within when held to the light. A style so utterly original that design patents were granted — hence it's wholly exclusive.

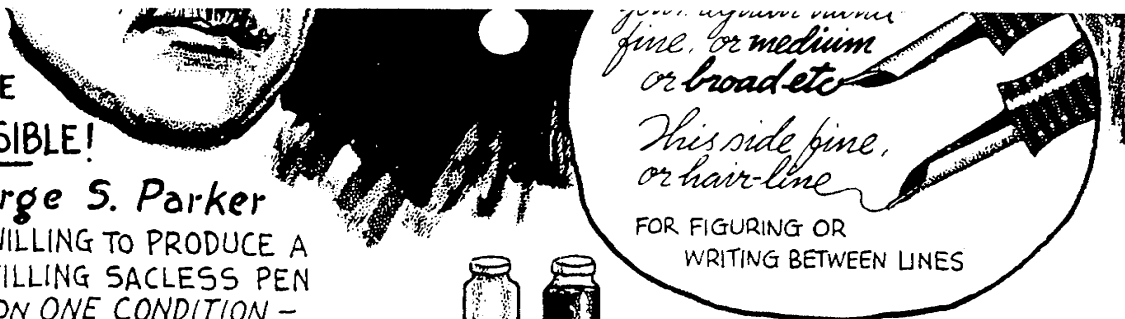
Now that the world can have the sacless pen it has always wanted, rubber sac pens and piston-pump types are being laid aside as rapidly as silent pictures went out when talking pictures came in.

You can't imagine the convenience of having this unique All-Purpose point that writes your regular hand on the lower side; and, if you want to

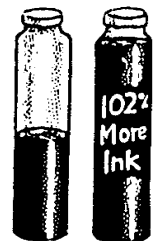
HE  
DID THE  
IMPOSSIBLE!

George S. Parker

WAS WILLING TO PRODUCE A SELF-FILLING SACLESS PEN ONLY ON ONE CONDITION — THAT UNLIKE OTHER SACLESS PENS, IT SHOULD NOT CONTAIN ANY PISTON PUMP OR VALVE — NOTHING THAT HE COULD NOT GUARANTEE MECHANICALLY PERFECT! PEN MAKERS SAID THIS WAS IMPOSSIBLE. BUT THE VACUMATIC IDEA PROVED OTHERWISE



FOR FIGURING OR WRITING BETWEEN LINES



LESS THAN ACTUAL SIZE

DUE TO EXTRA SPACE GAINED, BY ABOLISHING OLD PARTS, THIS PEN HOLDS 102% MORE INK WITHOUT INCREASE IN SIZE!

Ripley



Over-Size Vacumatic Pen, \$10; Pencil to Match, \$3.50  
Jet or Colored Transparent Vacumatic Pen, \$5; Pencil, \$2.50

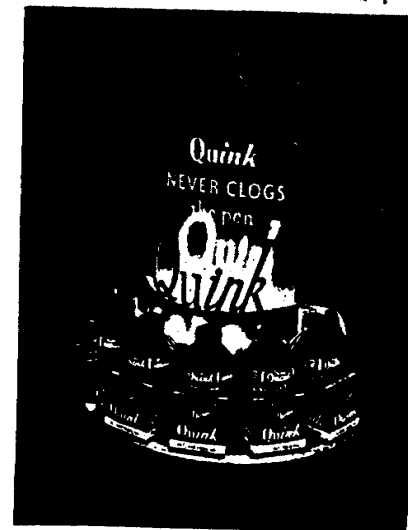
figure or make notations between lines, writes hair-line or fine when you merely turn the pen over.

"And what a point!" exclaim those who try it. Precious Platinum and Gold, tipped with a polished pellet of rare Iridium, perfectly formed on both sides, smooth as a watch-bearing, and slightly turned up so it cannot possibly scratch or drag — even beneath the pressure of big-fisted writers.

Give your hand the pleasant adventure of trying this at any nearby pen counter. All stores that sell pens are demonstrating this new wonder of science daily. The Parker Pen Company, Janesville, Wis.

### New Ink Creation Makes a Pen a Self-cleaner

Parker Quink — a marvelous new writing ink — contains a harmless solvent that makes a fountain pen clean itself as it writes. For Quink dissolves sediment and gum left by ordinary inks. Hence your pen starts quickly — every time. You never have to shake it to start the flow. Ask your dealer for this new pen-cleaning ink. Or send two 3-cent stamps for 40,000-word bottle to try. Quink dries so quickly on paper, you don't have to stop and blot. Try it. Remember the name, Parker Quink — quick-starting, quick-drying, pen-cleaning.



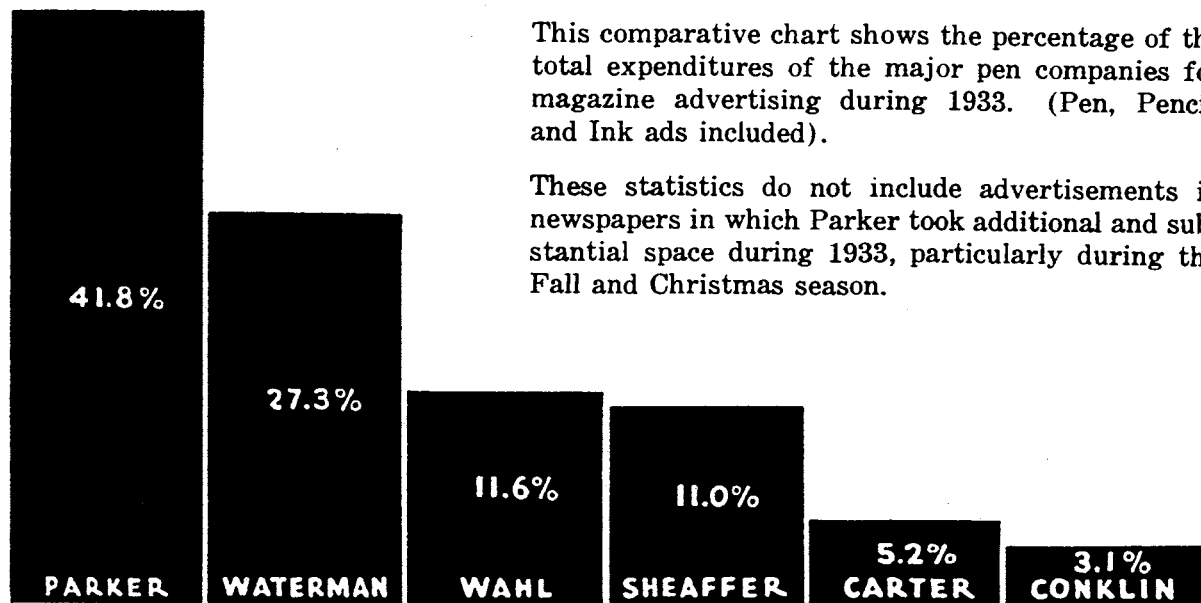
# RIPLEY AGAIN ENLISTED BY PARKER

to feature in extensive VACUMATIC advertising campaign

Robert L. Ripley, of "Believe It Or Not" fame, in his search for the "different" discovered the miracle pen — the Parker VACUMATIC. When Ripley's endorsement of the Parker VACUMATIC was published last year, millions were convinced by his forceful style of picturization. Ripley's "Believe It Or Not" feature is followed daily by over ELEVEN MILLION newspaper readers.

# AGAIN IN 1933

## Parker Led the Fountain Pen field in National Advertising Volume



The above figures, covering 1933 magazine advertisements of fountain pens, pencils, and ink were compiled by the Advertising Record Company, Inc., New York, publishers of National Advertising Records.

### Parker Among 150 Leading Advertisers

According to the Advertising Record Company, Incorporated, Parker was the **ONLY** fountain pen manufacturer listed in 1933 among the 150 leading National Advertisers of the year.

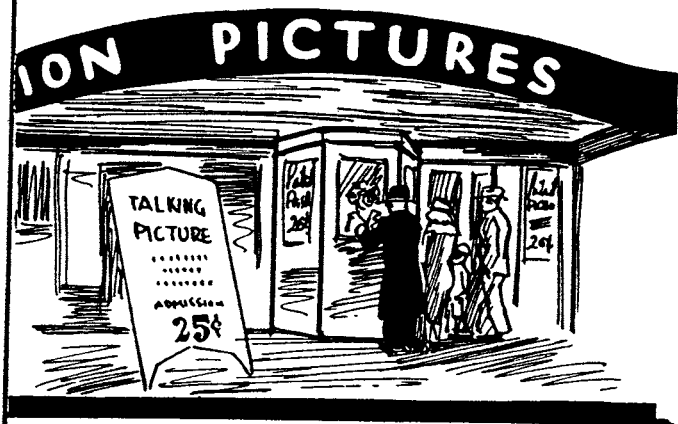
Parker's major advertising program last fall was largely in rotogravure space in **NEWSPAPERS**. Despite this fact, Parker was still among the 150 leading **MAGAZINE** advertisers, conclusive proof of Parker's leadership in advertising as compared with that of other pen manufacturers.

# Watch Parker in 1934 !

WHY does this Theater  
get the Crowd?

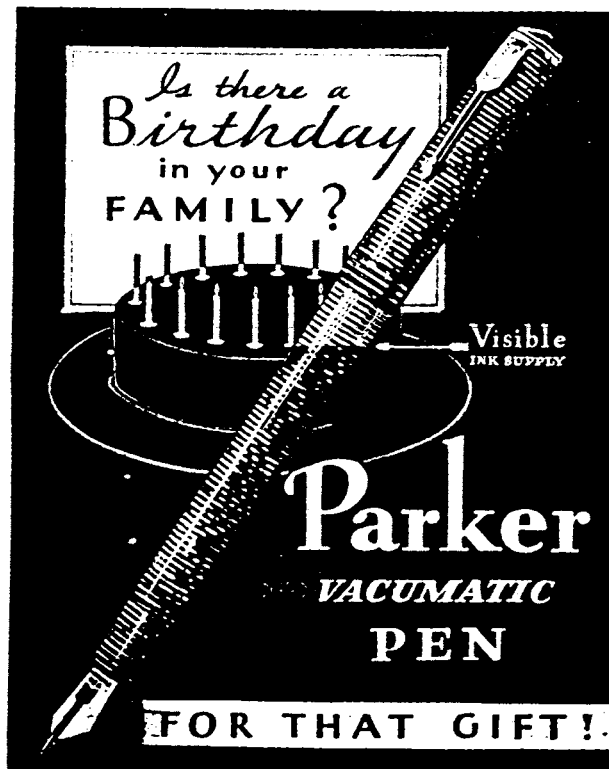
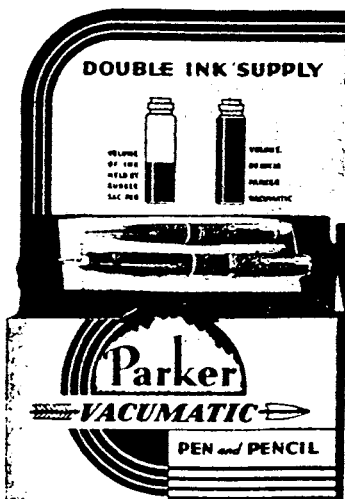


WHILE this one gets  
a Few at Half Price?



WHEN YOU HAVE A STAR PERFORMER  
DON'T KEEP IT A SECRET

SHOW THIS  
NEW DISPLAY



SENT FREE  
ON REQUEST

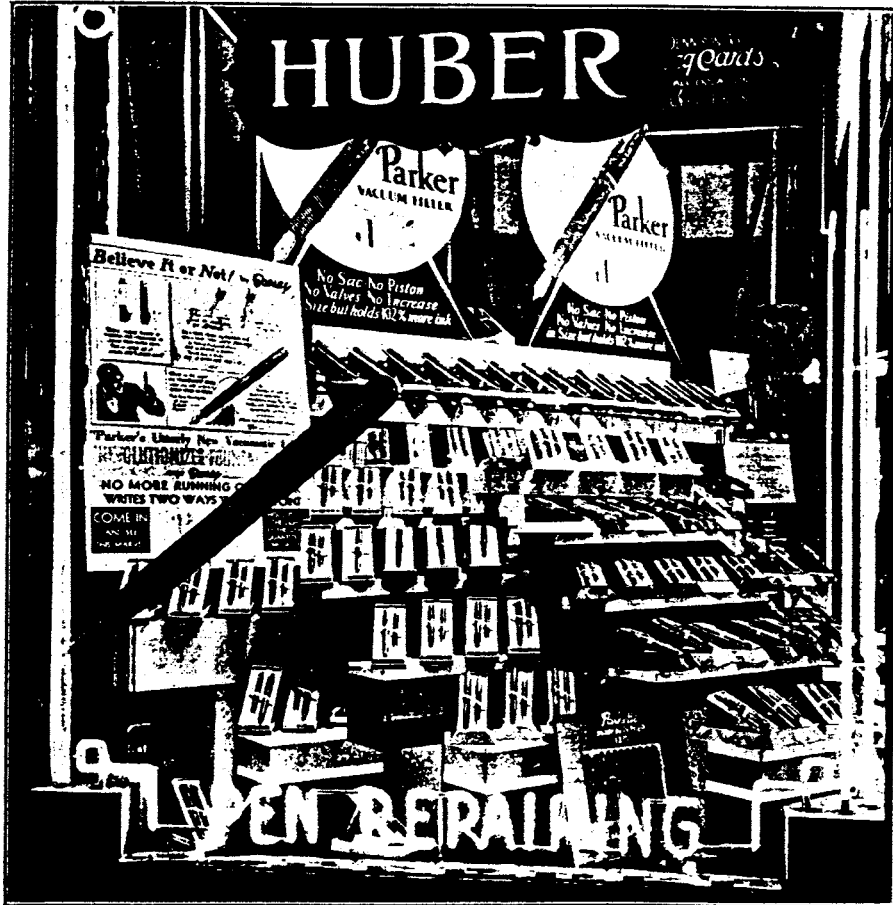


### Parker Window Display No. 927

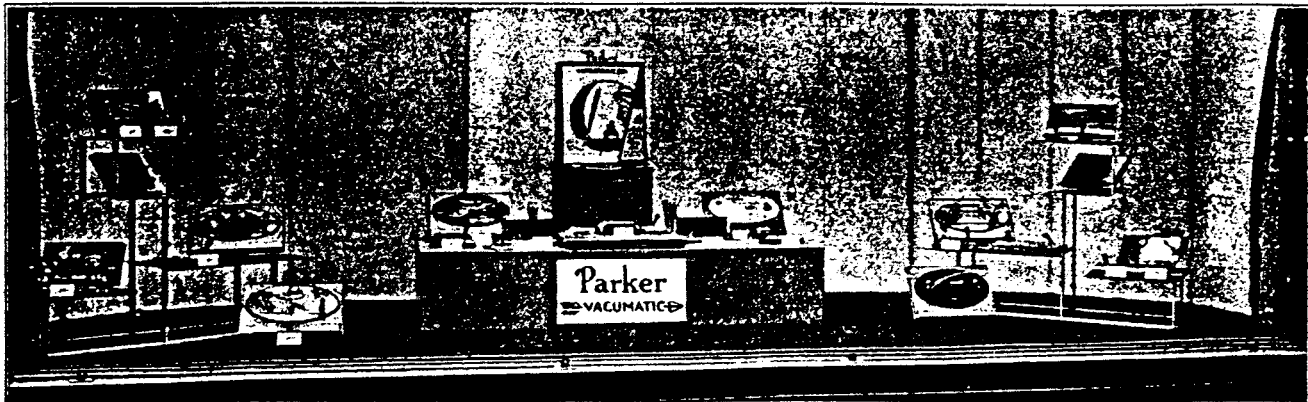
This beautiful window display will work for you every day in the year and bring in VACUMATIC Pen business. The birthday caption on the center panel is effective at any season. There are as many birthdays a year in your community as there are people. Note that the two side panels have a shelf on which to display a VACUMATIC Pen and Pencil set. This display is sent free on request to any Parker dealer; please specify Display No. 927.

# GOODS WELL SHOWN..

Parker displays are the "stop signs" which remind passersby of their intention to buy the VACUMATIC pen,—the miracle pen which they saw advertised in the newspapers and magazines.



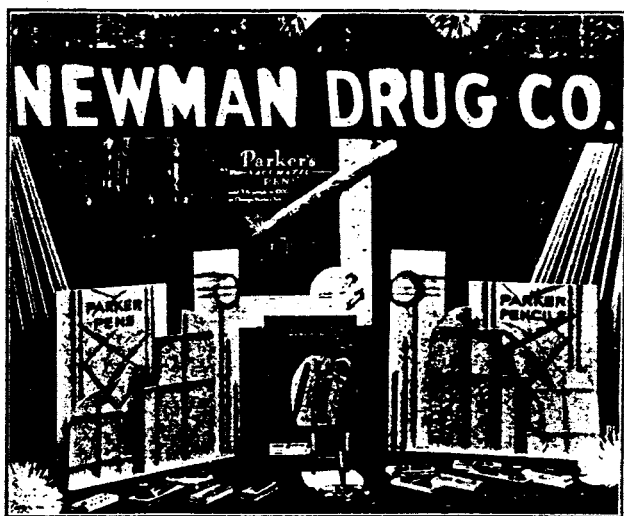
Mr. C. C. Davis of Huber's, one of the finest pen shops in Cincinnati, Ohio, reports excellent sales with the new Vacumatic. "The results obtained by your national advertising, by us, covering your VACUMATIC fountain pen have been gratifying. We sincerely hope you will continue with same, and will promise you our fullest cooperation, as what we need today is a fine piece of merchandise, backed by national advertising, such as you have."



Above: The beautiful display recently shown in a window of Mandel Brothers Store on State Street, Chicago, Illinois. The Animated Vacumatic display attracted large crowds and created many sales of Pens and Desk Sets.

# . . ARE HALF SOLD!

Window displays will always attract attention PROVIDED they are "newsy," novel, and interesting. That is why Parker VACUMATIC Windows are producing results for thousands of stores like those shown below. The Parker VACUMATIC is News—Revolutionary and Sensational—and GOOD News to all who write.



Newman Drug Company of Louisville, Kentucky—one of the oldest as well as most reputable drug stores, writes:

"Within forty-five minutes after the Vacumatic display was installed, I sold \$26.00 in Parker merchandise. I sold more Parker merchandise in the past five days than I ever had in a like period."

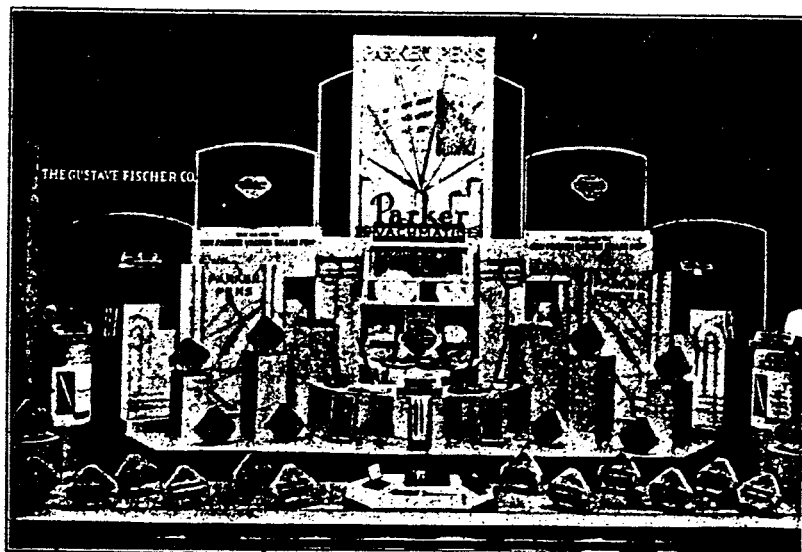


Mr. E. W. Skidmore, shown above, of the D M. Read Company, a leading department store in Bridgeport, Connecticut, finds the Animated Vacumatic Display an aid in building up sales. He reports a very substantial increase in Parker Pen sales, since its installation.



This attractive display appeared in the window of The Kay Jewelry of Oakland, California, with fine sales results:

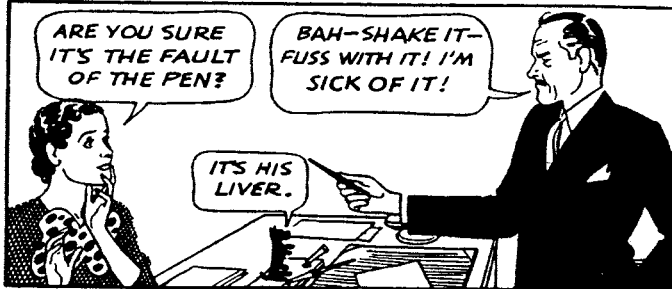
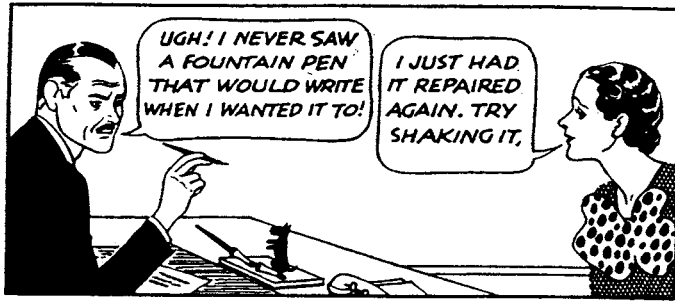
The animated display gave a full and comprehensive story to the window shoppers.



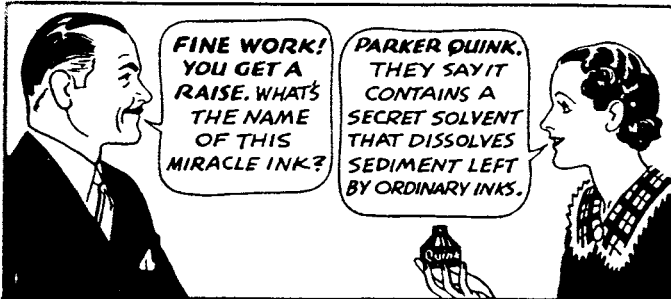
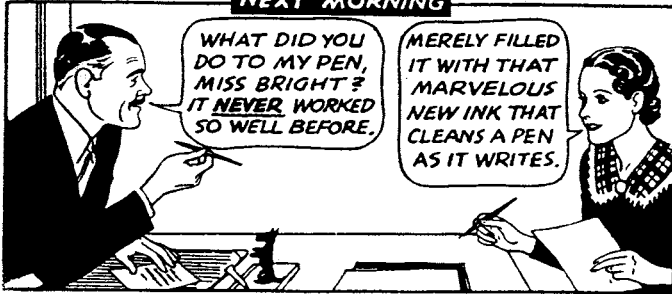
Gustave Fischer Company, prominent stationers of Hartford, Connecticut, wire: "Sales so unusual from this window we decided to carry and feature complete line."

Appearing in Liberty March 17, 1934

## MISS BRIGHT WINS A RAISE



NEXT MORNING



## NO MORE CLOGGED UP PENS

Yes, it is true. Parker Quink—a new discovery in writing ink—is a miracle of chemistry—contains a rare solvent that makes it do what no other ink can do—makes it clean a pen as it writes,—a Parker pen or any other. Your pen will start quickly—every time.

# Parker Quink

Made by the makers of the celebrated Parker Pens

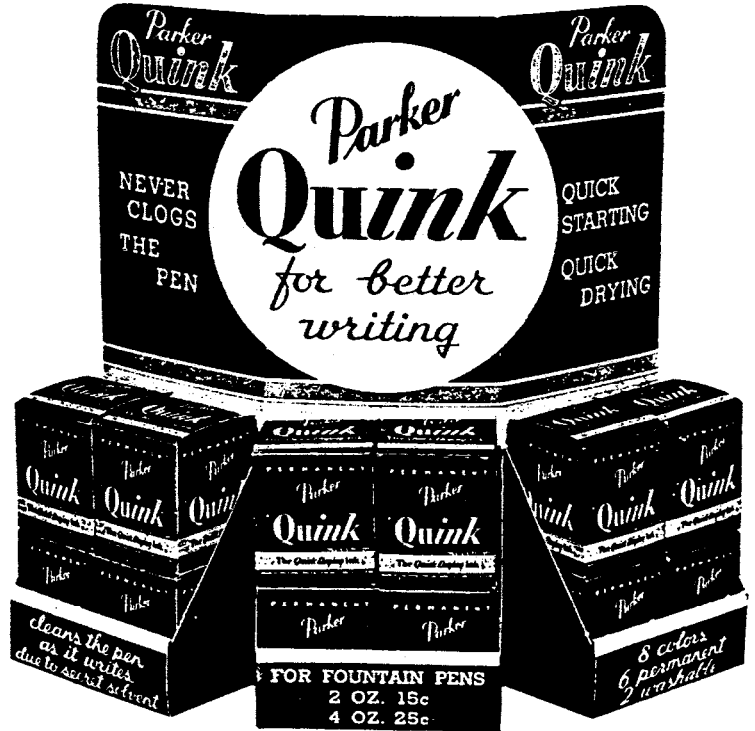


**FREE!** (TEAR OUT THIS REMINDER)

Send Parker the top of the carton that comes around every bottle of Quink, with your name and address, and Parker will mail you FREE, postpaid, a 50-cent copy of DeWitt B. Lucas' Graphology Book telling you how to analyze handwriting—discover secret traits of character from the way people cross their "t's," slant their words, loop their letters, etc. Address The Parker Pen Co., Dept. 000, Janesville, Wisconsin.

# Parker Quink

Quink sales are forging ahead as a result of Parker's nation-wide advertising in mass circulation magazines. At the left is illustrated one of the typical advertisements appearing in the Liberty, Saturday Evening Post, American Weekly, Good Housekeeping, and Collier's.



### QUINK DISPLAY CARTON NO. 923

This is the new Quink display carton for two-ounce bottles. Its brilliant red color gives a flashing contrast to the blue Quink cartons. The display opens into three sections and thus makes a firm counter stand.

One Quink display carton No. 923 is included free with every order for three dozen two-ounce Quink.

Size	List Price		Packed in Carton
	Dozen	Gross	
2 oz. -----	\$ 2.00	\$ 24.00	3 dozen
4 oz. -----	3.25	39.00	2 dozen
½ pint -----	6.00	72.00	6
Pint -----	9.00	108.00	6
Quart -----	15.00	180.00	6

Parker Quink is made in two kinds—permanent and washable. Six permanent colors: Blue-black, Royal Blue, Black, Green, Red, and Violet. Lasts as long as the paper it is written on. Two washable colors: Blue and Black. Washable from fabrics and fingers with soap and water.